

Alexandria Arts Grant Fiscal Year 2016

Program Grant Score Sheet

Artistic Excellence and Innovation; Max. Score = 40

FY17

Question	Meets or Exceeds	Somewhat Meets	Scarcely or Does Not Meet	
2A Program Goal(s)	Program goal(s) are presented and meet all of the following criteria:- in SMART format;- aligned with the organizational mission;- reflect a commitment to artistic excellence and innovation	Program goal(s) are presented and meet at least two of the following criteria:- in SMART format;- aligned with the organizational mission;- reflect a commitment to artistic excellence and innovation	Program goal(s) are presented and meet one or less of the following criteria:- in SMART format;- aligned with the organizational mission;- reflect a commitment to artistic excellence and innovation	9
2B Artistic Programming	Proposed program meets all of the following criteria:- aligned with the organizational mission;- aligned with the program goals;- demonstrates a commitment to artistic excellence and innovation	Proposed program meets at least two of the following criteria:- aligned with the organizational mission;- aligned with the program goals;- demonstrates a commitment to artistic excellence and innovation	Proposed program meets one or less of the following criteria:- aligned with the organizational mission;- aligned with the program goals;- demonstrates a commitment to artistic excellence and innovation	10
2C FY15 Artistic Programming	Past programming meets all of the following criteria:- aligned with the organizational mission;- aligned with the programming goals;- demonstrates a commitment to artistic excellence and innovation	Past programming meets at least two of the following criteria:- aligned with the organizational mission;- aligned with the programming goals;- demonstrates a commitment to artistic excellence and innovation	Past programming meets one or less of the following criteria:- aligned with the organizational mission;- aligned with the programming goals;- demonstrates a commitment to artistic excellence and innovation	3
2D Artistic Samples	Samples of past work provide evidence of exceptional artistic excellence and innovation of the organization's past arts activities, including recognition by peers or authoritative observers (e.g., critics)	Samples of past work do not provide evidence of the artistic excellence and innovation of the organization's past arts activities	Samples of past work do not provide sufficient evidence of the artistic excellence and innovation of the organization's past arts activities	9
2E Artistic Personnel	Key artistic personnel demonstrates all of the following criteria:- capability of presenting artistic programming characterized by excellence and innovation - sound financial management	Key artistic personnel demonstrates at least one of the following criteria:- capability of presenting artistic programming characterized by excellence and innovation - sound financial management	Key artistic personnel demonstrates none of the following criteria:- capability of presenting artistic programming characterized by excellence and innovation - sound financial management	6
3 Program Calendar	Program activities calendar includes specific information for all proposed programming, including specific venues, dates, and target audiences	Program activities calendar includes mostly specific information but all details about venues, dates, and target audiences have not been provided	Program activities calendar is incomplete or includes vague information (e.g., "general audience")	3

Public Engagement and Benefit to the City of Alexandria (Max. Score = 42)

FY17

Question	Meets or Exceeds	Somewhat Meets	Scarcely or Does Not Meet	
4A Engagement	Educational and outreach activities are associated consistently with artistic programming. The majority of artistic programming engages audiences actively and in meaningful ways (e.g., art exhibit curated by high school seniors; young professionals group “adopts” a program and supports outreach efforts)	There are some educational or outreach activities associated with artistic programming: While over half of artistic programming requires passive engagement only, there are limited opportunities for audiences to engage in a more meaningful way (e.g., art exhibit animated by a docent; conductor’s talk prior to a symphony performance).	There is little or no educational or outreach activities associated with artistic programming: Audiences are engaged passively through presentations and performances only (e.g., art exhibits; symphony performance).	9
4B Accessibility	Programming is accessible due to use of accessible facilities and offers diverse access accommodations for individuals with a variety of disabilities	Programming is accessible due to use of accessible facilities and offers limited access accommodations (e.g., large-print brochures).	Programming has limited accessibility due to facilities that are not accessible and/or inability to serve those with special needs	6
4C Audience and Diversity	Clear, viable plan and strong evidence of identifying a target audience's needs and consistently engaging Alexandria audiences seldom served by the arts due to socio-economic status, geographic location, level of education, race/ethnicity, or age	Reasonable plan and some evidence of identifying a target audience's needs and inconsistently engaging Alexandria audiences seldom served by the arts due to socio-economic status, geographic location, level of education, race/ethnicity, or age	Weak plan and/or no evidence of identifying a target audience's needs or engaging Alexandria audiences seldom served by the arts due to socio-economic status, geographic location, level of education, race/ethnicity, or age	6
4D Marketing	Strong evidence of a program marketing plan that reaches and engages diverse audiences through an appropriate mix of print and social media	Moderate evidence of print and social media marketing to promote the program	Limited evidence of print and social media marketing to market the program	6
4E Economic Impact	Organization provides strong financial evidence and attendance data that demonstrates the program's impact (e.g., average per person audience expenditures)	Organization provides some quantitative information but does not clearly demonstrate the program's economic impact (e.g., count of out of town visitors)	Organization does not provide quantitative evidence of the program's economic impact	6
4F Audience Impact	Organization describes a reasonable and consistent approach to accurately tracking participation and documenting the impact of this program on participants.	Organization describes a reasonable approach to accurately tracking participation and documenting the impact of this program on participants.	Participation is inconsistently tracked and the impact of the program on participants is poorly addressed or not addressed at all.	6
4G Alignment to City’s Strategic Plan	Organization’s FY15 program goals are demonstrated to be in strong alignment with the goals of the City’s Strategic Plan; specific examples of this alignment are presented	Organization’s FY15 program goals are demonstrated to be in alignment with the goals of the City’s Strategic Plan; specific examples of this alignment may not be presented	Organization’s FY15 program goals are not demonstrated to be in alignment with the goals of the City’s Strategic Plan	3

Management (Max. Score = 18)

FY17

Question 6 & 5A Budget	Meets or Exceeds	Somewhat Meets	Scarcely or Does Not Meet	6
	Organization's program budget response meets all of the following criteria:-Budget information and narrative are clear-Proposed budget is aligned with the organization's proposed activities- Provides an adequate explanation of any income/expense listed in the "other" category that is greater than \$1,000	Organization's budget response meets at least two of the following criteria:- Budget information and narrative are clear- Proposed budget is aligned with the organization's proposed activities- Provides an adequate explanation of any income/expense listed in the "other" category that is greater than \$1,000	Organization's budget response meets one or less of the following criteria:- Budget information and narrative are clear- Proposed budget is aligned with the organization's proposed activities- Provides an adequate explanation of any income/expense listed in the "other" category that is greater than \$1,000	
5B FY16 Funding	Organization's FY16 funding response meets all of the following criteria:- Has secured current funding sources (earned income; private support; government support)- Meets and/or exceeds the required cash match;- Clear plan to secure additional funding to meet or exceed projected budget	Organization's FY16 funding response meets two of the following criteria:- Has secured current funding sources (earned income; private support; government support)- Meets and/or exceeds the required cash match;- Clear plan to secure additional funding to meet or exceed projected budget	Organization's FY16 funding response meets one or less of the following criteria:- Has secured current funding sources (earned income; private support; government support)- Meets and/or exceeds the required cash match;- Clear plan to secure additional funding to meet or exceed projected budget	6
5C Other Support	Organization demonstrates strong community support through consistent volunteerism and in-kind contributions across all programming activities.	Organization demonstrates community support through volunteerism and in-kind contributions.	Organization demonstrates weak community support through no or limited volunteerism and in-kind contributions.	6